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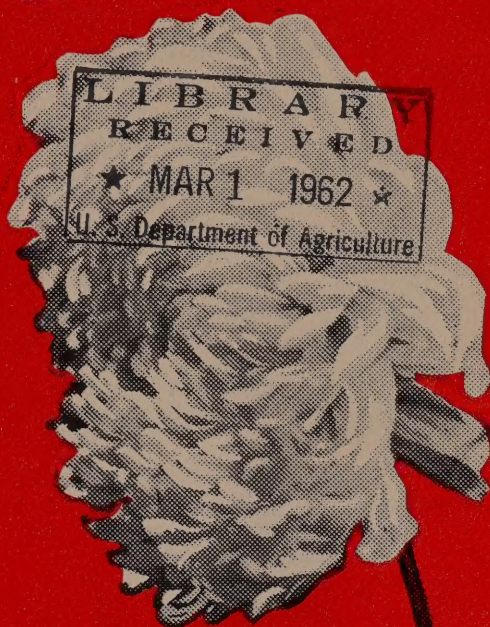
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A LIST OF RELIABLE

Hardy Garden

MUMS

FOR THE
PRAIRIE
AREAS



SPRING, 1962

*Sletwold
Greenhouses*

Established 1929

Vermillion, South Dakota

Greetings From Vermillion. . .

We have been growing **Hardy Chrysanthemums (Mums)** for many years in connection with our Greenhouses and Flower Shop. By a process of elimination, we have set out to find varieties that will do best for us here on the prairies.

Only the mums that can meet the following specifications are retained:

1. EARLINESS OF BLOOM
2. FROST HARDINESS OF THE FLOWERS.
3. WINTER HARDINESS OF THE PLANTS.

Our list of these beautiful flowers in all their gorgeous colors and forms is the result of many years of testing and selecting. All the varieties are especially adapted to the prairie areas.

The experimenting has been done for you! Take advantage of it! Order some of these breathtaking easy to grow, fall flowers today. The plants will reach you at proper planting time in the spring. Simple cultural directions are included with every order.

**YOU ARE INVITED TO VISIT US NEXT
FALL WHEN OUR MUMS ARE BLOOMING.**



Sletwold Greenhouses

Vermillion, South Dakota

Can our Flower Shop be of service to you? We are bonded members of the Florists Telegraph Delivery Association, and members of the National Chrysanthemum Society.

GUARANTEE

We ship only true to name quality mum plants and guarantee that, properly planted, and cared for, they will bloom.

We reserve the right to substitute varieties on late orders, but be assured you will receive equal or better value.

PRICES

Our plants are grown to give you results, and we are happy to be able to offer them at only 60¢ each, with the exception of the few new ones as noted. Postage is prepaid on all orders of **\$3.00** or more. Please include your check or money order with your order.

CUT FLOWER VARIETIES

Since more and more home flower growers are also very efficient flower arrangers, we have made note in the descriptions where the variety has in addition to its decorative value, cut flower qualities as well.

CUSHION VARIETIES

The lower growing sorts of striking decorative value are solid mounds or "Cushions" of color when in bloom. Easiest of all Hardy Mums to grow.

Rainbow

MUM COLLECTIONS

Dazzling Colors! . . . Save you money too! . . . Made up of our very best **Early Blooming Varieties**.

CUSHION OR LOW GROWING VARIETIES. Best for borders and splashes of color. One each of red, bronze, yellow, white, purple, lavender and pink. Unlabeled.

A \$4.20 VALUE . . . ALL 7 PLANTS FOR ONLY \$3.50 POSTPAID

CUT FLOWER and DECORATIVE **Varieties**. Best for group plantings and cut flower arrangements. One each of red, bronze, yellow, white, purple, lavender and pink. Unlabeled.

A \$4.20 VALUE . . . ALL 7 PLANTS FOR ONLY \$3.50 POSTPAID

Sletwold's Hardy **M U M S**

For spring delivery, we offer the following list of sure-to-bloom, greenhouse grown Hardy Chrysanthemum Plants grown in **DEEP 2 $\frac{1}{4}$ INCH POTS.**

The plants are shipped in individual plastic bags, at proper planting time. Perfect delivery is guaranteed. The plants are young and vigorous and free from all insects and disease.

White

* Denotes Cushion Mums

PRICES: Only 60¢ each except as noted.

Normal Blooming Date	Height In Inches
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*Dainty	Aug. 24 18
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A very unusual early white cushion. Opens a delicate lavender that quickly fades to white. Listed by some as a lavender.

Avalanche	Sept. 4 22
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Fluffy 3-inch flowers of creamy white. Most popular white for cutting.

*New Paper White	Sept. 6 16
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Very large pure white double flowers. Early, dwarf, and an excellent addition to our list.

*Martins White	Sept. 15 18
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Immense pure white, double incurved flowers. A very popular variety in our plantings.

White Cloud	Sept. 28 26
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Large feathery double pure white flowers. Opens a faint pink but fades quickly. This plant in bloom is truly a WHITE CLOUD.

Pink

* Denotes Cushion Mums

PRICES: ONLY 60¢ each except as noted.

Normal Blooming Date	Height In Inches
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*Gladness	Aug. 28	18
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Fully double clear China Rose Pink. Early, a very winter hardy plant and the earliest pink of quality.

Princess	Sept. 9	22
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Another grand addition to our list. Flowers are krinkly old rose and gold. Outstanding.

Prelude	Sept. 10	30
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A real large early apricot pink. Very choice cut flower.

*Orchid Helen	Sept. 10	18
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A vigorous, early, low growing lavender pink.

Murmurs	Sept. 10	22
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Double Amaranth buds bursting into a clear lilac. Early and fine for cutting.

*Adorable	Sept. 15	22
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Cheery coral pink fully double 4-inch flowers. Plant is completely covered with blooms! If you can plant only one mum, make it **Adorable**.

*Minn Pink	Sept. 20	18
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Rose pink cushion. A solid mound of flowers. The most spectacular pink cushion ever developed. Absolutely the best pink cushion to date.

Pink Lady	Sept. 20	24
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(New! \$1.00 ea.)

Beautiful large flowers on strong stems. A terrific new cut flower variety. Unaffected by early frosts.

Pink Opal	Sept. 28	26
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Pale pearl rose overlayed with cream tints. Extremely delicate in color, and a refined 4-inch full flattened double flower. An aristocrat. Excellent for cutting.

Red

* Denotes Cushion Mums

PRICES: Only 60¢ each except as noted.

	Normal Blooming Date	Height In Inches
Tomato Red (New! \$1.00 ea.)	Sept. 5	22
Upright grower. Bronze-red. Another fine new early cut flower variety. Double.		
*Vulcan	Sept. 5	16
Dark crimson flowers. Double. Very best early red cushion.		
*Red Elf	Sept. 9	14
Dwarf dark red Cushion. Excellent dark green foliage. Very useful in borders.		
Red Bird	Sept. 10	24
This is our original maroon mum. Nothing has come along to replace it. Rich, live double maroon flowers on good stems for cutting.		
*Snappy (New! \$1.00 ea.)	Sept. 10	18
Early. Compact. Low growing. Top quality double carmen red flowers!		
Apache	Sept. 15	22
Orient red to firecracker red. Brilliant 4-inch flowers with quilled petals. Outstanding. Flowers will last for 5 weeks. A very popular mum.		
*Ruby Mound (New! 75¢ ea.)	Sept. 15	18
Deep fluffy ruby red cushion. Does not fade in heat or sun.		
*Rouge Cushion	Sept. 20	15
A far superior red cushion. Intense red flowers show a small bright yellow center when open. Our best red cushion.		
Flame (New! \$1.00 ea.)	Sept. 20	24
Striking red. Outstanding new cut flower variety!		
*Lipstick	Sept. 25	22
Dazzling. Fairly large double crimson flowers on a very compact plant. Dark green foilage.		

Bronze

* Denote Cushion Mums

PRICES: Only 60¢ each except as noted.

	Normal Blooming Date	Height In Inches
*Harvest Bronze	Sept. 1	18
The best early apricot Bronze Cushion.		
*Autumn Beauty	Sept. 4	15
A new brilliant sparkling reddish chestnut. An excellent bronze cushion. Early.		
Flamboyant (75¢ each)	Sept. 5	20
Very large rich reddish bronze double flowers borne on stiff individual stems. Our very best early bronze for cutting. We recommend it highly.		
Companion	Sept. 15	24
Early 3½ inch soft bronze flowers that last for 5 weeks. The very best early light bronze. Good stems for cutting.		
*Geo. Luxton	Sept. 12	18
High quality fully double light golden bronze flowers. Excellent for cutting.		
Crowning Glory	Sept. 15	30
Magnificent new flower of Spanish orange overcast with coral center. Double. Straight, sturdy, upright plant. Wonderful cut flower.		
Bronze Giant (New! 75¢ ea.)	Sept. 15	26
Unusually large flowers of sharp intense bronze. Ideal for cutting. In our opinion the very best bronze.		
*Dandy (New! 75¢ ea.)	Sept. 16	25
Incurved red bronze. Upright cushion. Excellent new early bronze cushion.		
Coral Mist (New! \$1.00 ea.)	Sept. 26	22
Spectacular new bright coral pompon. Base branching. Long stems. Perfect new cut flower variety.		

	Normal Blooming Date	Height In Inches
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Mohave Gold
(New! 75¢ ea.)

Sept. 27 18

Immense flowers of bright golden bronze. A favorite variety with flower show exhibitors.

Purple

* Denotes Cushion Mums

PRICES: Only 60¢ each except as noted.

***Violet**

Aug. 26 20

A rich deep violet. The very best early mum of its color. Full, double flowers and very good for cutting for a cushion mum.

Chippewa

Sept. 4 24

Bright Aster purple, slightly incurved. Very popular because of its earliness and brilliance. Has good cut flower value.

***Joan Helen**

Sept. 10 18

Sparkling purple with gaudy yellow centers. Our best purple cushion, and a beauty.

***Purple Waters**

Sept. 15 24

A fine double deep purple. Plants are completely covered with blooms. A spectacular variety for color photos. A taller cushion.

Myrtle Walgreen

Sept. 28 24

Rich Amaranth purple, shading to lilac silver with age. At maturity a clean clear mallow purple. Very similar to Chippewa, but later.

Lavender

* Denotes Cushion Mums

PRICES: Only 60¢ each except as noted.

***Dr. L. E. Longley**

Aug. 20 20

Our earliest mum. A solid mound of bright pink lavender. Flowers last til freeze up.

***Wenonah**

Aug. 24 18

Very early. Perky dark lavender. Greenhouse quality flowers, but rather short stiff stems. Long lasting flowers.

	Normal Blooming Date	Height In Inches
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Malinda Brown

Sept. 28 24

A magnificent clear self lavender pink. Flowers blobular, mounded at center. Petals strongly incurved. Good for cutting.

Old Lavender

Oct. 1 30

Large, massive lavender flowers on strong sturdy stems. Comes in excellent clusters. Wonderful cut flower. A bit late but comes through OK.

Yellow

* Denotes Cushion Mums

PRICES: Only 60¢ each except as noted.

Wayzata

Sept. 1 24

(New! \$1.00 ea.)

3 inch brightest yellow flowers. A superior new hardy cut flower variety for the prairie areas.

*Golden Mound

Sept 1 18

Multitudes of double golden yellow flowers, 2 inches across. Our best real early yellow cushion.

Yellow Avalanche

Sept. 4 22

Fluffy bright yellow flowers 3-inches across. Early. Stiff stems and unexcelled for cutting. A sport of white avalanche.

*Early Gold

Sept. 4 18

Very early cushion. Medium sized golden yellow double flowers completely cover the plant. Early and fine for cutting, in fact, one of the earliest yellow for cutting. A large button pom-pom.

Delight

Sept. 7 26

Large solid double golden-yellow flowers. Early and fine for cutting, in fact, one of the earliest yellow for cutting. A large button pom-pom.

Cortis Rice

Sept. 10 24

(New! \$1.00 ea.)

Soft Butterscotch yellow. 4-5 inches across. Strong stems. Rivals greenhouse grown mums for cutting.

John Milbrath

Sept. 10 26

Sparkling solid double yellow flowers over 3" in diameter. A wonderful new early yellow for cutting.

Tonka (New! 75¢ ea.)

Sept. 10 20

Very large deep yellow flowers. Double. Stiff stems and dark green foilage.

Muriel Rice

(75¢ ea.) Sept. 25 22

Full double 4-inch flowers of light buttercup yellow ageing to a deep cream. Outstanding! Try this with **Purple Waters**.

New Varieties **FOR 1962**

Each year we grow a number of the outstanding new Hardy Mum introductions, testing them for EARLINESS of bloom, FROST HARDINESS, and THEIR ABILITY TO SURVIVE OUR WINTERS.

This year we have 3 new breath-taking varieties to recommend. All are sensationally different, easy to grow, and well adapted to our prairie areas.

MISS DAKOTA: Early, large double coral apricot pink. Dark green foliage. Straight sturdy stems. A far superior new variety for cutting. By far our best seedling to date. We just had to name this outstanding new mum for a talented and beautiful young lady. We chose "Miss Dakota", so well exemplified by Tamara Ullyot of Clark, S. Dak., our 1961 Home Coming queen at the State University of South Dakota.

PINK LADY: Another great cut flower variety. Large pink flowers on good straight stems. One of the finest ever produced by the Lehman Gardens.

SNAPPY: A delightfully compact low growing plant with multitudes of double carmine red flowers. Low growing and ideal for borders.

PRICE of above \$1.00 each or all 3 for only \$2.75 postpaid.

A sure to please gift suggestion. For the NEW HOME OWNER or GARDENER FRIEND. A GIFT of all 3 of these beautiful Mums will be most acceptable. Take advantage of our Bargain Collection of New Varieties, and make someone really happy. Sent anywhere with your card enclosed for only \$2.75 postpaid.

3 for \$2.75 postpaid
